

**FIRST 5 CALIFORNIA  
CHILDREN & FAMILIES COMMISSION**

**July 22, 2003  
Water Resources Building  
1416 Ninth Street – Auditorium  
Sacramento, CA 95814**

**Agenda Item 1 – Call to Order**

Chairman Reiner called the meeting to order at 9:20 a.m.

**Agenda Item 2 – Roll Call**

Commissioners Present: Rob Reiner, Chairman  
Alice Walker Duff  
Elizabeth Rice Grossman  
Sandra Gutierrez  
Louis Vismara

Ex Officio Commissioner Present: Genie Chough

**ANNOUNCEMENTS:**

Chairman Reiner announced changes in the order of the agenda items: Item 10, Preschool for all Demonstration Projects, would be taken up as Item 6. Chairman Reiner also noted that the closed session scheduled for the lunch break and consideration of media and public relations requests for proposals would be postponed until the next Commission meeting, which is scheduled for October 16<sup>th</sup>.

**Agenda Item 3 – Approval of Minutes**

**Commission Action:** Following a few noted minor corrections, Commissioner Gutierrez moved to approve the June 19, 2003 Commission meeting minutes. The motion was seconded by Chairman Reiner and was approved with a unanimous vote of the members present.

**Agenda Item 4 – Chairman's Report**

No report provided.

## **Agenda Item 5 – Appointment of Commission Vice Chair**

Chairman Reiner stated that the Commission's bylaws require that the Commission appoint a Vice Chair. With Commissioner Kim Belshé's departure, a new Vice Chair must be nominated and approved by vote of the Commission.

**Nomination/Commission Action:** Commissioner Gutierrez nominated Commissioner Alice Walker Duff as Vice Chair. The nomination was seconded by Chairman Reiner and was approved by a unanimous vote of the members present.

## **Agenda Item 6 – Preschool for All Demonstration Projects**

Commissioner Vismara requested and was given permission to read the following statement into the public record:

“In view of the important actions being considered at today's meeting, and after a great deal of soul searching, I must make the following public disclosure. Specifically, that I am here unabashedly to represent a definite constituency and that I have a very personal agenda. While I am committed to the concept of assisting all children, I feel that the needs of our most vulnerable population, those with disabilities and special needs, must not and cannot be ignored. Frankly, I am heartened and encouraged by some of the programs on disabilities that are being implemented at the local level. It is imperative that our State Commission effectively support and enhance those service delivery models that are improving the lives of children and their families. I will not be supporting any State Commission proposal that does not clearly identify and address issues related to disabilities, including allocation of resources as an integral part of the planning process. I will be glad to resign if this statement or perspective is in conflict with the Prop. 10 initiative.”

Chairman Reiner responded to Commissioner Vismara by stating that children with disabilities and other special needs are a priority of the State Commission. He pointed out the name of the initiative, “Preschool for All,” clearly signals the inclusion of children with disabilities and special needs. He then asked Commissioner Vismara to continue to assist in the development of the final Preschool for All proposal to ensure it addresses his concerns.

Chairman Reiner read a motion into the public record:

### **Motion:**

- The First 5 California Children and Families Commission moves to allocate \$100 million over the next 5-7 years to fund Preschool for All Demonstration Projects.

- The Commission recognizes that the planning and implementation of the Preschool for All Demonstration Project is a dynamic process that will be coordinated with those working to expand preschool opportunities and providing leadership across California.
- Programs shall emphasize the highest standards and a commitment to meeting the needs of all California's diverse population of children, including those with special needs and disabilities. A reasonable allocation of resources shall be made to serve children with disabilities and other special needs.
- Before funds are allocated, the Commission will approve the principles guiding the allocation of funds and specific recommendations for such allocations.
- While allowing for local flexibility in implementation, all local commissions participating in the demonstration program shall agree to implementation models that support building a statewide system of Preschool for All. The motion was seconded by Commissioner Duff.

Chairman Reiner called upon Roberta Peck to present the Preschool for All Demonstration Project agenda item. Ms. Peck presented the recommendation for a Preschool for All Demonstration Project, which included the following:

- Allocate \$100 million in funding over 5-7 years for a limited number of Preschool for All Demonstration Projects.
- Support and/or sponsor legislation and bond measures to fund preschool facilities.
- Support efforts to ensure the development of a qualified and compensated workforce.

Ms. Peck stated that the Preschool for All Demonstration Projects will build on the efforts of the School Readiness Initiative and related projects by County Commissions and other partners. The purpose is to (1) demonstrate the impact of voluntary preschool for 3 and 4 year olds on children's readiness for school and schools' readiness for children in a limited number of counties and/or school districts; (2) provide a learning lab to look at coordinated strategies, funding streams and partners needed to implement high quality preschool programs in diverse settings; (3) reduce disparities in outcomes by effectively addressing the language and cultural diversity of California's children and their families, providing programs inclusive of children with disabilities other special needs, and further implementing the Commission's Equity Principles; and (4) inspire public will to expand Preschool for All to all California children as the ultimate goal.

Ms. Peck briefly highlighted some of the preliminary steps taken in the planning process, which included the State Commission co-sponsoring the Preschool for All Summit in April. She reported that staff is working with a group that includes Los Angeles, San Mateo, Santa Clara, and Alameda County Commissions, and with the First 5 Association of California. She provided a presentation at the Association's June meeting and followed up with a survey to get an idea of the County Commissions interested in this effort. To date, 17 county commissions have

expressed interest in participating in the Preschool for All Demonstration Projects. She also reported that staff facilitated an input and planning meeting on July 2. In addition to County Commissions, the meeting included Resource and Referral networks, the Youth Law Center, the Packard Foundation, the child care field, Preschool California, and private preschool providers.

Ms. Peck stated that staff will continue to meet with counties and other partners to develop parameters for the projects. They will also continue to work closely with Los Angeles, San Mateo, and Alpine counties that have begun the implementation process. Ms. Peck reported staff will also continue to collaborate closely with the Packard Foundation and the California Department of Education/Child Development Division.

Ms. Peck briefly outlined the timeframe for rolling out this project. She stated the first year would be primarily for planning, including the process outlined by Chairman Reiner, to make sure there is agreement on the principles and criteria; and to create both statewide standards and local flexibility. In years 2 and 3, there will be incremental expansion of the preschool system for all 4 year olds and/or 3-4 year olds. In years 4 through 7, a system-wide preschool program will be available to a limited number of counties and/or school districts participating in the Preschool for All Demonstration Projects. Ms. Peck reported that staff estimates approximately 9,000 new preschool spaces will be created through the Preschool for All Demonstration Projects partnership with participating County Commission, which is significant but relatively small considering California's population. Staff will also work to improve quality standards, share effective strategies and resources, and create learning networks for all County Commissions.

Ms. Peck reported in the first year staff will continue to work with the First 5 Association of California to identify interested counties; work with counties to create a county plan, including analysis of current resources, needs, and partnerships (including children with diverse languages, cultures, disabilities and other special needs); use a Preschool for All "how to guide" and other technical assistance resources in partnership with state agencies, foundations, and others; and design evaluation plans. In years 2 and 3 Ms. Peck stated that there will be incremental expansion of both standards as well as the number of spaces for children. Work will continue with state agencies, foundations, colleges, universities and other partners to provide technical assistance and increase capacity for workforce development. In years 4 through 7, participating counties will roll out high quality preschools at a district or county "system level." Ms. Peck stated that the overarching goals throughout years 1 through 7 are to make sure the information is available statewide; develop plans to sustain and expand the program through advocacy and legislation; provide public education; demonstrate effectiveness and feasibility; embed preschool in full day child care when needed; develop preschool workforce and facilities; and expand funding sources and transition planning.

Ms. Peck reported that next steps will include meeting with interested county commissions to establish principles, criteria and recommend Preschool for All Demonstration Projects and then to seek Commission approval. Staff will continue to connect and partner with Los Angeles, San

Mateo and Alpine as they are leaders in the planning process; continue collaboration with the Packard Foundation and other partners to provide technical assistance and planning resources; and continue work with state and local agencies to expand and improve systems for young children and their families.

#### Discussion:

Commissioner Vismara asked if a bilingual workforce is included in the proposal. Ms. Peck stated that it is included as one of the recommendations and that it is listed in the “Issues and Recommendations” section. Dr. Henderson stated that there is a great deal of work going on with the Legislature in this area. It is important to create a workforce that is reflective of our diverse society. Dr. Henderson also noted that later on in the planning process the Commission may be presented with a proposal to set aside a portion of the \$100 million for workforce development as well as tracking and evaluation.

Commissioner Vismara stated as a parent of a child with disabilities, he and other parents have significant expertise. He stated that the current system does not work and that the Commission has an opportunity to make it better for all children, including its most vulnerable population, children with disabilities and other special needs. Parents must be included in the system as partners.

Chairman Reiner responded by stating that politicians for years have always said, “Children are our future,” but that there is never an investment made. He is sympathetic and shares Commissioner Vismara’s frustrations with the system. Sponsoring Proposition 10 was his way of doing something about it and today we have this Commission and are still fighting to get money for something that other industrialized countries do as a matter of course. He stated that we must continue to work toward our goal and eventually we will succeed.

Commissioner Gutierrez stated that this is the best opportunity to have a system that serves children and their families. It is an unprecedented opportunity to also change how child care services are viewed and how the early years are valued. She believes the Commission is pursuing this in a way that reflects the Commission’s responsibilities in making sure it is inclusive and works to develop healthy collaboratives. She stated that no stone must be left unturned in terms of leveraging partnerships and alliances, and that it is important to improve the way the Commission works collaboratively. Commissioner Gutierrez stated that she is heartened and pleased that the Commission is supporting efforts being made by Los Angeles County where a real effort is being made to involve parents. Los Angeles is not only utilizing focus groups, but is also pursuing a massive campaign throughout the county to survey the parents to see what they want and need. The Los Angeles County Commission has also made a commitment to incorporate the top findings from the focus groups and survey into the plan.

Commissioner Gutierrez stated that there are some communities where there are 5-10 child care spaces for every 100 kids and other communities where there are 60-70 spaces for every 100 kids. She stated that the commitment to Preschool for All is a beginning to open the door to preschool for all and will serve as the down payment for efforts over the long haul. She assured Commissioner Vismara that the Commission could learn from Los Angeles County where the preschool planning committee has disbanded its subcommittee on special needs. They felt it was best to integrate with the other committees so that these issues were mainstreamed into the Los Angeles County plan. Commissioner Gutierrez also stated that the Commission must avoid false arguments about quality and access.

Chairman Reiner stated that since Los Angeles, San Mateo, and Alpine counties are the three counties that have progressed the furthest in developing and providing preschool services. He recommended these three counties provide input in formulating the First 5 California proposal. Commissioner Gutierrez encouraged a learning circle being formed with other partners.

Commissioner Duff stated that she is supportive of Chairman Reiner's proposed motion. She also stated that she is passionate about systems change and about maintaining fundamental principles of the current system. She stated that it is very important that the Commission be informed about the protections the State Constitution provides to children, particularly those children with special needs, so that the new system that is created maintains those protections while also providing new and creative ways of implementation and living up to the Commission's values.

#### Public Comment:

Nancy Strohl, Director, Child Care Law Center, member of the Los Angeles County Master Plan Committee's Subcommittee on Special Needs, stated that all of her extensive comments at every stage of the development of the proposal had been incorporated in staff's work. The Child Care Law Center's priority has been the inclusion of children with special needs. She stated that California has an incredible opportunity to develop a model that affirms inclusion and is integrated. She stated that every aspect of the system needs to be looked at and every learning community should ensure that there are advocates supporting affirmative inclusion.

Larry Aceves, Superintendent, Franklin-McKinley School District, Santa Clara County, spoke in support of the Preschool for All Demonstration Project. He reported that he started as a kindergarten/bilingual teacher in San Diego. He stated that he has been at Franklin-McKinley for about 10 years and is privileged to have a school board, city and county that is enlightened. The understanding is that more needs to be done than simply educating children when they come through the classroom door. San Jose recognized the need for more resources and collaboration. He reported that two mayors in San Jose have made it priority to work with preschools in the community. He reported that his district is a blue-collar district and that 55% of the children are limited English proficient, 78% are on free and reduced lunch, and 52 languages are spoken in

the district. All materials from the district are distributed in 4 languages. There are free health and dental clinics, but there are children in junior high school who have never been to the dentist. He reported that a lot of work has been done with outside collaboratives, which is critical to maintain funding. He encouraged the Commission to fund the Preschool for All demonstration projects. He also spoke in support of Franklin-McKinley being considered as one of the demonstration sites.

Alfonso Anaya, Superintendent, Alum Rock Unified School District, Santa Clara County, stated that he has been with Alum Rock Unified School District for 13 months. He stated that this is his third superintendent position in California. Alum Rock Unified School District is the largest K-8 district in Santa Clara County with 16,000 students and is very impoverished. He stated that he is from a migrant family of 11 children. He began to speak and learn English at the age of 12. He graduated from the University of California with a degree in child development and graduated from the University of California—Davis with a degree in psychology and started as a kindergarten teacher over 30 years ago. Superintendent Anaya is the Past President of the California Latino Superintendents Association, was a member of the Universal Preschool Framework Committee, and is also on the California School Board Association, Superintendents Council. He stated that he is very much aware of the needs of children with disabilities and other special needs, especially the children that are non-English speaking. He is concerned about how California approaches the issue of minority children (children of color and poor children). Superintendent Anaya also addressed the importance of including parents.

Yolanda Garcia, Director of the Institute for Early Childhood Professional Development, stated that she also served for several decades with the Santa Clara County Office of Education. She was in charge of Head Start, general child care, and state preschool. Ms. Garcia stated that quality services are based on the relationship the child has with their early care provider. Ms. Garcia thanked the Commission for acknowledging early care professional development and encouraged the Commission to continue making research-based decisions.

Sherri Springer, President of PACE, the Professional Association of Childhood Education, and owner of three child care centers in El Dorado County, stated that she supports the concept of universal preschool and is encouraged by Preschool for All. She expressed concerns about governance issues with the designation of the local school districts being both grantee and grantor. Ms. Springer encouraged the Commission to include the private sector from the beginning on the pilot project. She stated that PACE has approximately 8,000 members statewide and would like to offer assistance on ways to collaborate with the pilot programs to include the private sector. She stated that they have the facilities available and are providing quality early education programs, many funded through the Department of Education Child Development Services.

Linnea Hathaway, PACE School Readiness Committee, stated that she is encouraged to see the inclusion of the private sector in the Preschool for All demonstration projects and in one of its foundations, the Master Plan for Education. She stated that private provider input from the ground floor is critical to the long-term success in reaching the goal of voluntary preschool for all of California's children. Ms. Hathaway also stated that great caution needs to be taken to ensure that there are enough educated and experienced ECE teachers to meet all of California's preschool needs and to ameliorate the potential funding inequality between those staff eligible to participate in Preschool for All and compensation parity efforts and those that are not yet eligible.

Mary Breeding, private child care provider for 20 years and state preschool provider for three years, stated that the Preschool for All demonstration project will be the test sites to determine a model for a statewide preschool system. She stated that the inclusion of private providers from the beginning will provide data that can only be derived from actual experience. Ms. Breeding suggested that there should be a variety of settings for delivery of preschool services from the inception. It will foster collaborative partnerships rather than "turf wars." She stated that universal preschool in Georgia included private providers from the beginning and the program has succeeded in a positive collaboration between private and public providers.

Jordan Hallgus, lawyer and Assistant Professor at California State University-Sacramento spoke about her experiences as a parent of a child with disabilities and their experiences at ASI Children's Center. She encouraged the Commission to provide quality preschool for all children in California.

Kathy Brumley, Associate Director, California Association for the Education of Young Children, stated that CAEYC strongly supports Preschool for All. She reported that CAEYC has had the privilege of administering preschool projects and early literacy programs. Ms. Brumley briefly read a few lines from letters written by parents who were not able to attend the Commission meeting. Ms. Brumley also briefly commented on the issue of disabilities being addressed—starting in the preschool system.

Patty Siegel, Executive Director, California Resource and Referral Network, urged the Commission to approve the Preschool for All Demonstration Projects. She stated this will be a bold step forward in the history of early childhood education in California. Ms. Siegel thanked the Commission for making this program a program for working parents. She also thanked the Commission for addressing workforce development. Ms. Siegel stated that Preschool for All is a very important incremental step towards a statewide universal preschool system.

Dr. Vismara thanked Ms. Siegel for all her work and acknowledged her work prior to the creation of the Commission.



Maryann O'Sullivan, Executive Director, Preschool California, a new organization advocating for voluntary preschool for all 3 and 4 year olds in California, was encouraged that Preschool for All is not only focused on those that are most in need, but also addresses the needs of middle-class families. Preschool California is funded by the David and Lucile Packard Foundation, which will be funding a number of organizations to build a field of messengers for preschool. Ms. O'Sullivan thanked Jane Henderson and the Commission staff for all their efforts in this area.

Carla Dartis, Program Officer, David and Lucile Packard Foundation, thanked the Commission for taking a bold step in approving the Preschool for All Demonstration Projects. Ms. Dartis stated that the Packard Foundation is prepared to step up with First 5 in supporting learning communities that cause true learning and growth that improve practices and policies, and in making sure that there is strategic technical expertise available to county commissions and local providers that work on issues of inclusion. Ms. Dartis stated that the Packard Foundation will also work on critical complex issues related to research and on advocacy.

Bill Moon, a parent of a child with special needs, encouraged the Commission to include existing early education in developing the Preschool for All Demonstration Projects.

Christopher Cabaldon, Mayor, City of West Sacramento, stated his support of the Commission's efforts. He stated that small and medium sized cities are interested in supporting this type of effort in their communities. As a member of the Board of the League of California Cities, he would like to work with the Commission on developing a model ordinance for cities in looking at impact fees and special taxes to support child care wrap-around services and preschool.

Casey Beyer, from First 5 Los Angeles County, stated that this effort is a starting point. It will create leadership that will resonate beyond California. He encouraged the Commission to design its program to be flexible and inclusive. He also noted the importance of partnership and collaboration.

Ex Officio Commissioner Genie Chough observed that over the last month this dialogue has progressed rapidly. She stated that the Commission, other organizations and the public are taking a holistic approach to both the Preschool for All and Health Access initiatives. Ms. Chough expressed hope that the Commission and other partners can take high-level concepts and learn from Los Angeles and others how to make concrete proposals that will include mental health, oral health, etc.

**Commission Action:** Chairman Reiner stated that the Commission's Preschool for All Demonstration Project proposal is a working document. Chairman Reiner then read aloud the following motion:

- The First 5 California Children and Families Commission moves to allocate \$100 million over the next 5-7 years to fund Preschool for All Demonstration Projects.

- The Commission recognizes that the planning and implementation of the Preschool for All Demonstration Project is a dynamic process that will be coordinated with those working to expand preschool opportunities and providing leadership across California.
- Programs shall emphasize the highest standards and a commitment to meeting the needs of all California's diverse population of children, including those with special needs and disabilities. A reasonable allocation of resources shall be made to serve children with disabilities and other special needs.
- Before funds are allocated, the Commission will approve the principles guiding the allocation of funds and specific recommendations for such allocations.
- While allowing for local flexibility in implementation, all local commissions participating in the demonstration program shall agree to implementation models that support building a statewide system of Preschool for All.

The motion was seconded by Commissioner Duff and was approved with a unanimous vote of the Commission.

Chairman Reiner stated that this is a historic first step and expressed his hope that this will be the beginning of a statewide program for children. Commissioner Gutierrez expressed her personal "thank you" to Jane Henderson for her patience, openness and expertise in this area.

Commissioner Vismara thanked Chairman Reiner, fellow commissioners, and the audience for accepting his comments in the spirit they were intended.

After a brief recess, the meeting was reconvened with Vice Chair Alice Walker Duff chairing the meeting.

### **Agenda Item 7 – Executive Director's Report**

Jane Henderson, Ph.D., Executive Director, First 5 California, reported that staff and members of the Advisory Committee on Diversity are continuing to work on the Equity Principles Implementation Plan. She stated that additional conversations have been very helpful in setting goals for what needs to be achieved with the Equity Principles Implementation Plan. Dr. Henderson noted that the strategic plan includes a \$1.5 million set-aside to be used for the implementation plan. Dr. Henderson thanked the county commission representatives, Karen Blinstrub from Santa Clara County, Brenda Blasingame from Contra Costa County and Rafael Lopez from Santa Cruz County, for their contributions and input.

Dr. Henderson informed the Commission that AB 56 has been held in the Assembly Appropriations Committee for the specific purpose of convening a group of stakeholders to advise key legislators on the details of the bill. Dr. Henderson reported that the stakeholders met with the five bipartisan co-authors of the bill and agreed to work on four areas: program standards; administration; workforce development; and facilities, finance and phase-in of the

program.

Dr. Henderson informed the Commission that the third round of application for the Retention Incentives for Early Care and Education Staff was recently completed. The applications included 39 continuing counties and 7 new counties. She stated that the three rounds, which includes state funds, will result in an estimated \$77 million investment for staff in child care centers and family child care homes, with an increasing emphasis on family child care providers and providers in underserved areas and school readiness neighborhoods.

Dr. Henderson reported that over 50 proposals for the Oral Health Insurance-Based Demonstration Project were submitted to the Managed Risk Medical Insurance Board (MRMIB) and are now being scored. She stated that funding recommendations will likely be made by the end of August. Dr. Henderson also reported that on July 11 the Commission released the RFP for the other component of the Oral Health Initiative, the Education and Training Project, which is \$7 million over a 4-year period. She reported that proposals will be received in October with a start date in January 2004.

Commissioner Vismara asked whether the proposal scoring mechanism rewards programs that have experience on issues related to diversity. Emily Nahat, Director of Program Management, First 5 California, responded that MRMIB will review and select proposals based on the criteria in the Request for Proposals (RFP). It includes competency to work with diverse populations. Commissioner Vismara stated that when RFPs are written, there should be indicators that correlate to the Equity Principles.

#### **Agenda Item 8 – First 5 Association of California**

Mark Friedman, President, First 5 Association of California. Mr. Friedman reported that the Association changed its name to First 5 Association of California, joining the State Commission and the majority of county commissions in the use of the “First 5” brand.

Mr. Friedman reported that 24 county commissions participated in a recent health access working session, co-sponsored by the First 5 Association and the Packard Foundation to share their various health initiatives. This model drew on the expertise of outside resource people as well as the experience of the county commissions. He stated that it is a likely model for future technical assistance and group learning by Association members.

Mr. Friedman also reported that the Association was asked by the Packard Foundation to participate in building the statewide coalition to support Preschool for All and is in the process of discussing possible ways of contributing to this effort. Packard is focusing on building political will. Commissioner Gutierrez stated that it is important to coordinate Preschool for All advocacy efforts with all partners involved.

Mr. Friedman reported that the Association has been brought in every step of the way on both Preschool for All and Health Access and is looking forward to working with the State Commission on those initiatives. Many County Commissions won't formally participate, but all counties have different contributions to make and can be a part of it.

Commissioner Vismara asked how Commission staff is working with the Association on the Equity Principles implementation plan. Rafael Lopez, Executive Director, First 5 Santa Cruz County and outgoing member of the Advisory Committee on Diversity, briefly described the on going and active discussions and planning that are underway. Commissioner Vismara stated that there is a need to clearly define the current and future role of the Advisory Committee on Diversity. Mr. Lopez responded that in his view, over the long term, there shouldn't be a separate committee. He said that with true integration of the Equity Principles, they would be in everything First 5 does. He said that there should be no mandate on County Commissions from the State Commission; rather, First 5 should build upon the work already done in counties. Commissioner Vismara asked what the next steps are for the Committee. Mr. Lopez responded that the Committee needs to look at Equity Principles implementation recommendations and then discuss the future of the Committee.

Mr. Friedman reported that the Association had a presentation at its July meeting on the child welfare system, out of home placements, and the effects on young children who comprise the largest portion of those removed from their families due to abuse or neglect. Ex Officio Commissioner Genie Chough commended the Association for focusing on this topic and offered her assistance to the Association in this area.

#### **Agenda Item 9 – New Member on Advisory Committee on Diversity**

Patti Huston, Chief of Governmental Affairs, presented the Association's nomination of Steve Thaxton, Executive Director from First 5 El Dorado County, to the Advisory Committee on Diversity. Mr. Thaxton spoke briefly about his background, which includes over 25 years of experience and involvement with early care and education programs. Mr. Thaxton stated that he has worked with several different programs as an administrator to develop programs to include children with disabilities. He has also provided teacher training and has been involved with parents to help meet their needs.

**Commission Action:** Commission Gutierrez moved to accept the Association's nomination of Steve Thaxton as a member of the Advisory Committee on Diversity. The motion was seconded by Commission Vismara and was approved with a unanimous vote of the members present.

Commissioner Gutierrez stated that there is still a vital role of the Committee at the present time. She stated that the role needs to be strengthened and welcomes this nomination. She stated that the Committee can be helpful as Commission projects begin to unfold. She stated that the

Committee needs to be fortified and a plan needs to be developed that will lead the Committee to work in a more proficient and effective manner. She commended Rafael Lopez for his service on the Advisory Committee.

### **Agenda Item 10 – First 5 Strategic Plan**

Joe Munso, Chief Deputy Director, presented this item. Mr. Munso reported that the strategic plan is basically the same as the draft plan presented at a previous meeting, with the exception of updates that reflect recent Commission decisions/comments. He stated that the plan will continue to be modified as future funding decisions are made and will serve as the Commission's roadmap for the next three years. Financial information provided in the plan goes through the next seven years to show where funds are earmarked.

The plan focuses on the Commission's vision of school readiness and includes four programmatic goals and one administrative goal: 1) Early Childhood Learning and Education, 2) Early Childhood Health, 3) Parent and Community Education, 4) Tobacco Cessation, and 5) Organizational Effectiveness. The plan shows the operating plan for FY 2003-04 and provides key dates for that time period. Mr. Munso reminded the Commission that a pamphlet version of the plan is also being developed.

Mr. Munso highlighted some of the major assumptions in the plan. He stated that staff used the Department of Finance revenue estimates that were used in the state budget. He reported that the spending plan includes media/PR/CBO, school readiness, parent's kit, statewide conference, the smoker's help line and administration. Mr. Munso reported that from FY 03/04 through FY 09/10, the Commission will have approximately \$829.6 million available. Proposed expenditures will be \$789.7 million with a balance/reserve of approximately \$39.9 million or (4.8%). Mr. Munso reported that state funds will leverage approximately \$994 million in county funds.

Mr. Munso briefly highlighted the Commission's proposed investments by goal area. He indicated that with current and planned investments, the Commission has reduced its ability to continue to fund new initiatives.

Mr. Munso pointed out that funds in the spending plan that are earmarked as placeholders will be brought back before the Commission for formal action.

#### **Discussion:**

Commissioner Vismara asked for simplified information showing an analysis of the return on the investment to date. He suggested that the following information be captured in measuring the Commission's return on investment:

- Who is the program serving?
- What were the interventions used?
- How were services developed and provided?
- What is the result of the investment?

Dr. Henderson stated that every project has an evaluation component, with due dates reflected in the Strategic Plan, and that staff could synthesize the progress reports received from the evaluation of each funded program. Commissioner Gutierrez pointed out this would also be useful information to share with the public. Commissioner Grossman suggested adding the start date of projects.

#### Public Comment:

Karen Blinstrub urged the Commission to look for savings in the multiple TA and evaluation contracts in order to save some of the programs slated for elimination. She mentioned the small and rural county augmentation funding which the Association has found to be essential to maintaining Prop. 10 as a statewide effort.

**Commission Action:** Commissioner Gutierrez moved that the Commission approve the strategic plan. The motion was seconded by Commissioner Vismara and was approved with a unanimous vote of the members present.

A recess was called at 12:20 p.m. for a lunch break. Vice Chair Alice Walker Duff reconvened the meeting at 1:15 p.m.

#### **Agenda Item 11 – Access to Health Care**

Joe Munso, Chief Deputy Director, presented this item. He reported that at the June meeting staff was directed by the Commission to revise the spending plan to fund a universal health coverage strategy and to seek partnerships with other organizations interested in pursuing a health access initiative. Mr. Munso presented a summary of options and a revised spending plan to include \$46.5 million that could be spent over the next 4-5 years to fund a universal health coverage strategy. This included savings from the Kit for New Parents and administrative costs, as well as savings that will result from programs whose funding is scheduled to end.

Mr. Munso also reported on his meetings with Association representatives and foundations committed to expanded health coverage for children. He stated that Commission funding could leverage local funds as well as support a consistent approach by counties that would contribute to statewide uniformity. Mr. Munso also stated that counties have various needs and that some counties may be ready to implement full coverage and others may not. This is dependent upon the level of infrastructure that already exists in counties.

Discussion:

Commissioner Vismara asked if part of these funds would be allocated to provide medical screenings. Mr. Munso stated that health screenings and assessments are part of the health plan benefits and that this project, school readiness, and Preschool for All will be coordinated.

Commissioner Gutierrez asked whether immigration status will affect enrollment. Mr. Munso stated that immigration status is not a factor in providing service; the program will serve all who apply.

Vice Chair Alice Walker Duff asked staff to look carefully at supplantation issues.

Ex Officio Commissioner Genie Chough reaffirmed that baby gap/prenatal proposal would not occur anywhere else in the state.

Commissioner Gutierrez asked for the total investment amount that also includes interested partners and how it will be administered. Mr. Munso stated that this information will be provided at the October meeting. He stated that some may be directed to the large counties and some regionally.

Ex Officio Commissioner Genie Chough complimented Mr. Munso for his efforts with the Department of Health Services and MRMIB. She offered, if it was needed, the Health and Human Services Agency could coordinate a meeting with DHS and MRMIB.

Public Comment:

Vickie Vertiz, Children Now and 100% Campaign, supported the Commission's effort to expand health access in California. She stated that they are available to assist the Commission with its proposal in terms of options to expand coverage and retention. There is a real advantage for the Commission to take the opportunity to use resources across California that have been working with counties and community organizations.

Michelle Harper, Consumers Union, also supported the Commission's efforts on health access in California. She encouraged the Commission to consider community outreach to best approach families who are eligible to enroll in this program.

**Commission Direction:** The Commission directed staff to continue to plan the Health Access Initiative, assuming a \$46.5 million expenditure over 4-5 years pending a formal Commission action in October. Staff will come to the October Commission meeting with a more fully developed proposal, based on continued planning with the Association and foundation partners.

## **Agenda Item 12 – Preschool for All Advocacy Strategy**

Jane Henderson, Executive Director, introduced Roy Behr of GMMB to present this item.

Mr. Behr presented a comprehensive, multi-year advocacy strategy to promote implementation of a statewide voluntary Preschool for All Program. Mr. Behr stated that the goal of the plan is to ensure that preschool becomes part of the public education system. Mr. Behr noted that some of its components are not necessarily intended to be implemented by the Commission, but might be used by other partners in the Preschool for All effort. The plan is based on six strategic goals: build awareness of the benefits of preschool; build support for Preschool for All; build demand for Preschool for All; change social norms relating to preschool; communicate to K-12 reformers that Preschool for All is an asset to their efforts; and finally, communicate to the child care community that Preschool for All is consistent with their goals.

Mr. Behr noted target audiences and how they would benefit from Preschool for All. He stated that in developing messages and outreach to these audiences, there is an effort to organize around the six strategic goals.

### **Discussion:**

The Commission also discussed the benefits for preschool and the need for California specific studies to document the benefits of preschool. Commissioner Vismara expressed concerns about linking preschool with K-12. He believes the public perception of K-12 needs major revamping. Commissioner Gutierrez stated that there are a lot of cognitive hurdles to overcome. Spanish-speaking parents have not yet embraced the concept of the importance of the early years. There are challenges brought about by the incremental nature of the Preschool for All Program: it won't be universal for a while. She suggested organized labor as a potential ally in terms of reaching parents. Commissioner Gutierrez also suggested the Commission build on what is occurring in and what parents are saying about Los Angeles, San Mateo and Alpine counties' preschool programs. She also expressed caution about how the preschool arguments are being presented. Rather than talking about long-term benefits, such as reduced teen pregnancy and crime, benefits should be highlighted that are closer to children's age. She stated that, while she agrees it can be powerful, any "exchange list" strategy must be dealt with sensitively. Vice Chair Alice Walker Duff expressed support for investing in organizing but said it is important to have organizers who can construct this kind of strategy in a positive and powerful manner.

### **Public Comment:**

Maryann O'Sullivan, Preschool California, expressed her enthusiasm in working on this with the Commission.



Linnea Hathaway, PACE, expressed concerns with placing children into a system that has yet to prove itself as providing quality education. She stated that it would be beneficial to include child care providers as partners.

Nancy Strohl, Child Care Law Center, stated that it is critical to have an advocacy plan and that CBO's should be involved in the advocacy message. She stated that it is important to include partners in developing the policies. She also briefly commented on the idea of establishing the exchange list and cautioned sensitivity with this issue, particularly with cultural issues.

Patty Siegel, California Child Care Resource and Referral Network and Parent Voices, stated that parents are key advocates.

Catherine Atkins, The Sands Group, thanked the Commission for including a comprehensive strategy around policy development.

Sherri Springer, President of PACE, stated that PACE shares with the Commission, the goal of communicating to the child care community that Preschool for All is consistent with their goals.

### **Agenda Item 13 – Adjournment**

Vice Chair Alice Walker Duff adjourned the meeting at 2:55 p.m. Dr. Henderson announced that the next Commission meeting would be on October 16.